



On the Move

All divisions of the Montana Department of Commerce are moving this summer to the old federal building located on Last Chance Gulch in downtown Helena. The Montana Promotion Division, including Travel Montana, will be in its new home by mid-July. Travel Montana's physical address is 301 Park Avenue, Helena, MT 59620. The main phone number for Travel Montana will be (406) 841-2870 and the new fax number will be (406) 841-2871. While all staff will have new direct phone lines, the 800 numbers and staff e-mails will remain the same.

Get Online with the Strategic Plan

The 2003-2007 Montana Tourism & Recreation Strategic Plan is nearing its final form. A final draft plan will be presented for public review and comment on Travel Montana's Intranet site <http://travelmontana.state.mt.us/newsandupdates/strategic.htm> in July 2002. Following the comment period, the plan will be finalized and made available to the stakeholders so that it is ready for implementation in January 2003.

The strategic planning team, the Hingston Roach Group, presented some preliminary draft plan recommendations to the Tourism Advisory Council and the Montana Tourism

and Recreation Initiative (MTRI) at a June 2002 meeting in Hamilton. A powerpoint presentation and speaker notes from this presentation are posted on the Strategic Plan page of Travel Montana's Intranet site.

As part of the planning process, about 90 Montana tourism and recreation stakeholder groups were invited to participate in an April 2002 online survey. The survey was designed to provide the strategic planning team guidance in prioritizing the draft plan's goals and objectives. Over 400 Montanans were nominated by the plan's stakeholder groups to complete the survey. Almost 60% did. The online survey's final report and a complete list of survey participant comments are now posted on the Strategic Plan page of Travel Montana's Intranet site.

Looking for a New Market?

Travel Montana's Group Travel program will host Tom Jaffa of Jaffa Travel & Receptive Services on September 16, 2002. Jaffa, an industry speaker from Seattle, is a member of the National Tour Association (NTA) and the American Bus Association (ABA). If you are interested in group travel, this is your opportunity to learn about the industry and form partnerships with

other Montana suppliers. Montana NTA members will also be holding a pre-NTA convention caucus. The exact location for this event is to be announced. Watch for further details in the August Update or contact Marlee Iverson at (406) 444-2654 or marlee@visitmt.com.

Kidriffic Montana

Thirteen-year-old Katie Beer of DeWitt, Iowa, was the lucky winner of this year's Montanakids.com week-long vacation giveaway. Katie was chosen from over 10,000 entrants from across the country. Katie and her family will experience the sites and activities found throughout Montana's Custer and Yellowstone Countries. This is the fourth year of the promotion.

Travel Montana partnered with Disney's online sites, Disney.com and Family.com, to promote the trip. Disney created an exclusive Montana mini-site that included an interactive Montana map, printable road trip games and a link to our sweepstakes on Montanakids.com. Montanakids.com saw a very strong click-through rate of 2.4% (industry average is currently .2 to .45%). This year's contest saw a tremendous 81% increase in traffic over last year!

According to Travel Montana's Consumer Marketing Manager Sarah Lawlor, the goal of the kid's program is threefold: to generate awareness, exposure and visits to Montanakids.com; position Montana as a family vacation destination in the minds of kids and parents; and build a core of young, repeat visitors to the site.

Thanks to all of our partners and sponsors in this great promotion! A complete list of the sponsors and the Beer family itinerary is posted on Montanakids.com.

Did You Know?

- You can receive the monthly update electronically? Simply go to www.travelmontana.state.mt.us to sign up.
- Travel Montana will send out letters of invitation from the Governor and a travel packet to convention registrants or potential convention participants to encourage attendance and extended stays in Montana. Contact Marlee Iverson at (406) 444-2654 or marlee@visitmt.com for details.
- Big Mountain has created "A Walk in the Tree Tops." This half-day adventure tour is the first of its kind in the United States. For more details go to www.bigmtn.com
- The artistic interpretations of Glacier National Park are featured in the new DreamWorks Pictures animated movie *Spirit: Stallion of the Cimarron*.
- Yellowstone and Glacier National Parks were featured as two of the top 25 national parks in the May edition of *Travel Holiday* magazine. The June 2002 edition of *Sunset* magazine featured a five-page article about Charlie Russell. *Pilot Getaways* magazine featured the Seeley Lake area in its Summer 2002 edition and *True West* magazine profiled Virginia City in its July publication.

Montana Wows the International Market

Travel Montana's Overseas Marketing Manager Pam Gosink, Promotion Division Administrator Betsy Baumgart, and Glacier Country's Executive Director Linda Anderson represented Montana at the Travel Industry Association of America's International Pow Wow in New Orleans, May 25-29. The Montana delegation met with 68 tour operators from Europe as well as companies from South America, Japan, and several Scandinavian countries.

The leads from Pow Wow are available on Travel Montana's Intranet site: www.travelmontana.state.mt.us under Our Programs, then Overseas. Please use the password "overseas" to access the information.

Martz/Ohs Tax Reform Plan

In April the Martz/Ohs Administration announced plans to move forward with a tax reform proposal that would give an across-the-board 10% income tax cut to all Montanans. This cut would mean a reduction of \$66 million in state income taxes each year. In an effort to address the short-term issue of finding another source of revenue to replace these funds, the administration formed three Tax Advisory Councils: the Income Tax Advisory Council, the Tourist Tax Advisory Council, and the Local Option Tourist Tax Council.

Calling the committees "an important part of our tax proposal," the Administration sees

these councils as a vehicle for affording Montanans the opportunity to provide input, insight and advice to ensure that the tax plan is successful in the next Legislative session. At this point the Tourist Tax Advisory Council has held two meetings. The next meeting is scheduled for July 31. The meetings are open to the public. Citizens are encouraged to submit feedback to the Martz Administration by writing Department of Revenue, Director's Office, Tax Reform Feedback, P.O. Box 5805, Helena, MT 59604-5805 or by sending an e-mail to taxreform@state.mt.us. To learn more about the Martz/Ohs proposal or to find out more about the three councils, log on to Travel Montana's Intranet site: www.travelmontana.state.mt.us or go to the state website: www.discoveringmontana.com.

"Rappin" with the Film Office

The Montana Film Office is experiencing one of its busiest summers in recent history. Now that the unseasonably late winter storms have subsided and the sun is shining, the commercial production season is headed into full swing. National television commercials for Honda SUVs and Verizon Wireless, as well as national print ads for Ford trucks and Toyota sports cars were shot during the months of May and June. The feature film, *Northfork*, starring James Woods, Nick Nolte, and Darryl Hannah wrapped production in May. The Film Office is working on two other promising feature projects that may begin shooting this summer. Information about these projects will be posted on

www.montanafilm.com and on the Film Office hotline at (406) 444-3960.

Free and Easy

If you are a Montana tourism business you should have received your Travel Montana survey form in the mail. This survey ensures that Travel Montana has the most up-to-date information about your business for your free listing in the Montana Travel Planner as well as on the Travel Montana consumer website at www.visitmt.com. Travel Montana's 1-800-VISIT MT travel counselors also use this material. Included with your survey was a rate sheet for advertising in the Travel Planner. Travel Montana will be handling all of the advertising inquiries. Deadline for reserving ad space is August 6, 2002. Please contact Publications Manager Bev Veneziano at (406) 444-7660 or e-mail bev@visitmt.com for more information.

Alternative accessible formats of this document will be provided to disabled persons on request.

Calendar of Events

July

- 10-16 "Sitting Bull's Last Day of Freedom" media tour – Missouri River Country
- 16-24 *Gente Viaggi* (Italian travel magazine) fam tour, Missouri River and Russell Counties

August

- 1 Deadline for TIPP and CTAP applications
- 6 Deadline for Travel Planner

For all of the latest Montana tourism industry information log on to Travel Montana's Intranet site: travelmontana.state.mt.us.



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